

at Charles res'd 024
124 MOBE

LMA REPLY FORM

MARKET: Birmingham and Tuscaloosa, Alabama

DMA #: 51 and 185

Station	Channel No. & Call Sign	Network Affiliation	Licensed Community	Licensee	Degree of Overlap (%)			Nielsen (all day) Audience Share	
					City Grade	Grade A	Grade B	(9am - midnight)	(6am - 2am)
Brokered Station	WDBB	IND.	Bessemer	WDBB-TV, Inc.	3	16	37	<u>11/96</u> <u>2/97</u> <u>5/97</u> 5 6 5	<u>Date of LMA</u> 0
Brokering Station	WTTO	WB	Birmingham	WTTO Licensee, Inc.	2	10	23	6 6 5	9

LMA SPECIFICS:	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time brokered per week
	11/9/95	5 years	11/9/95	11/9/2000	Describe renewal provisions including: (1) length of renewal, (2) at which party's option, (3) whether renewal is automatic, and (4) how renewal option may be exercised. 1) Renewal for one additional 5-year term at option of Programmer. 2) Programmer shall have the option to extend said initial term for an additional term. 3 & 4) Programmer shall give written notice to Owner of the exercise of said option at least six months prior to the end of said initial term.	83%

Public Interest Benefits: See Exhibit A

EXHIBIT A

Public Interest Benefits

WTTO(TV), Birmingham, Alabama

WDBB(TV), Bessemer, Alabama

Since the LMA, WDBB has offered the following benefits to the Tuscaloosa market:

PROGRAMMING

•INSIGHT

A weekly community based public affairs show. The program features an informative question and answer format designed to educate the viewers on issues that effect the community. With no more that three topics per show, each program has the time to go beyond the brief "news report" to expose and to encourage insightful dialogue.

•MY HOMETOWN

A series of 60 vignettes that profiles several townships or cities in the WDBB viewing area. The vignettes are designed to foster community awareness by highlighting the growth and uniqueness of each township.

COMMUNITY SERVICE

The LMA made it possible for the community to have a voice to convey community interests and public service. Non-profit and community related organizations benefit because their message is now conveyed. WDBB devotes time to community services and has sponsored many events/programs which directly serve the community. Some examples are:

•JUST DON'T DO IT

A 52 week locally produced public service campaign produced in conjunction with The University of Alabama Athletic Department. The campaign encourages teens and young adults to avoid violent situations and to stay drug free.

•WHAT'S HAPPENING

A community calendar broadcast throughout the day. The calendar is a free vehicle for community organizations and agencies to publicize their upcoming events and special projects of interest to the community.

WTTO(TV), Birmingham, Alabama
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•THE BRUNO'S MEMORIAL CLASSIC

WDBB aired for two consecutive years a special focusing on one of Birmingham's World Class sporting events, the Bruno's Memorial Classic. Each year this event donates over \$250,000.00 to Alabama charities.

•LEARNING TO MAKE A DIFFERENCE

A series of 30 second spots targeted at kids ages 6-16. The campaign is designed to explore common day issues that directly affect kids and deliver suggestions for appropriate response to the problems and the issues they face.

•BLACK HISTORY MOMENTS

A series of 30 second spots that profile Black Americans who have made significant contributions to the betterment of mankind.

•COBB THEATER CANNED FOOD DRIVE

Each November WABM, in conjunction with The United Way, sponsors this event which collects food for those in need.

•COBB SUMMERTIME FUN SHOWS

WDBB sponsors this summer-long film series which provides families with two free children's feature films per week.

PROGRAMMING

The LMA allows more time for children's programs and services. Some of the children's related programs expanded by the LMA are: Just Don't Do It, Learning To Make a Difference, and Black History Moments.

WDBB has affiliated with the Warner Brothers Television Network.